

APR 24 1925

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THE CRIMSON RUNNER

Photoplay in 6 reels ✓

Story by Harvey Gates

Directed by Tom Forman

Author of the photoplay (under section 62)
The Hunt Stromberg Corporation of U.S. ✓

"THE CRIMSON

PRODUCERS DISTRIBUTING CORPORATION, 469 FIFTH

A Fiery Romantic Drama Of Robin Hood Who Tortured And Vexed The Police

(Current Story)

HOLMES HELPED "DOUG" TO FAME

Comedian of "Crimson Runner"
Responsible For Fairbanks'
First Movie Engagement

If Taylor Holmes had not been more popular on the stage than Douglas Fairbanks was at the time, perhaps the famous athletic star would never have been known to the silver sheet.

The history of the motion picture is written in terms of the tricks of Fate, and it was just one of those tricks that gave Douglas Fairbanks his opportunity.

Quite a few years ago, New York's most popular stage play was "Bunker Bean," and its bright and shining star was Taylor Holmes. In fact, this star's brilliancy was so great that the late Thos. H. Ince sought him out to feature him in a picture.

But iron bound contracts forbade the appearance of Taylor Holmes before a movie camera. However, he did know a right popular young leading man who lived at the same apartment he did, who was very anxious to get in the movies. And it was at his suggestion that Ince got in touch with said "right popular young leading

man" by the name of Douglas Fairbanks.

And that was how Fairbanks started his screen career. It was not until some time later that Holmes received the opportunity to do screen work when he starred for the old Essanay Company in "Efficiency Edgar's Courtship." It was such a success, however, that Holmes later starred on the screen in "Ruggles of Red Gap," "A Pair of Sixes," "Nothing But the Truth," "The Very Idea," "Nothing But Lies," and countless others.

Although Douglas Fairbanks has never returned to his first love, Holmes alternates his appearances between the stage and the silent drama.

Taylor Holmes gives one of his typically clever and humorous portrayals as Bobo, the timid valet, in "The Crimson Runner," Hunt Stromberg's new Priscilla Dean feature, which is now showing at the Theatre.

Others in the cast of this fast-moving adventure-melodrama are Mitchell Lewis, Ward Crane, Alan Hale, Ilsa de Lindt, James Neill, Charles H. Mailles and Bernard Siegel. Tom Forman directed.

AS WE KNOW THEM

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Born and educated in New York City. At the age of two made her first stage appearance in vaudeville. Since then appeared in stock, vaudeville and repertory. Began picture career with old Biograph Company and was induced later by Carl Laemmle to come to Universal City. Among her greatest successes are "Under Two Flags," "White Tiger," "Virgin of Stamboul," "The Wildcat of Paris," "Siren of Seville" and "A Cafe in Cairo."

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PRISCILLA DEAN

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"THE CRIMSON RUNNER"

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Adapted by HARVEY GATES

Directed by TOM FORMAN

Photographed by SOL POLITO, A

Edited by HARRY L. DECK

Art Direction by WILLIAM L. HEY

Entire Production under the personal supervision of

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The action of "The Crimson Runner" takes place in chaotic Post-War Vienna.

Herr Gregory, a brutal and unscrupulous landlord, (an erstwhile janitor), takes a diabolical delight in evicting penniless and starving tenants.

Among these are Professor Alfred Schreiber, rendered a destitute cripple by the War, and his beautiful daughter, Bianca. Desperate, the girl steals a wrist for her hungry father, and assuming that her skill can win him many more valuable things, Gregory proposes that she steal for him. Bianca refuses and slashes his neck with a butcher knife. He proceeds to administer a beating with his belt, but in the midst of the struggle, lust overcomes his desire for revenge. The powerless father, however, saves Bianca by setting the house on fire, at the cost of his own life. Stumbling out of the smoke-filled house Bianca is pushed into the gutter and a passing limousine splashes her with mud. This infuriates her and brings to her lips a bitter oath against the selfish aristocracy.

Out of the hopeless misery that envelopes Vienna, there arises a feminine Robin Hood, known as "The Crimson Runner," who aids the common people and torments the police, who are not aware that she is actually Bianca Schreiber.

Bianca and her band have made elaborate plans to raid the auction rooms where the jewels of a destitute aristocracy are to be sold. She gains an entrance by trickery and receiving a signal from Conrad, her co-leader and admirer, Bianca switches off the lights and wild confusion follows. When the lights are turned on again, all the valuables have disappeared and the marauders have escaped.

At the next meeting of the band at the Cafe Simplicissimus, Count Meinhard courageously enters and offers a large reward for the return of a medal stolen during the panic at the auction. The gendarmes break in and Bianca helps the Count, who is attracted to her, to safety. He leaves his card that she may keep him informed regarding the recovery of the medal. Bianca's attention to the Count tends to make Conrad very jealous.

THE CAST

BIANCA SCHREBER	PRISCILLA DEAN
Alfred Schreiber	Bernard Siegel
Gregory (later, Von Krutz)	Arthur Millett
Count Meinhard von Bauer	Ward Crane
Baron Rudolph	James Neill
Prince Semlin	Charles H. Mailles
Princess Cecile	Ilsa de Lindt
Conrad, the Black	Mitchell Lewis
Bobo, the valet	Alan Hale
Captain of Police	Tom Forman

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(Advance Story)

THRILLING DUEL IN DEAN PICTURE

Broadsword Battle Inter
Brilliant Battle Masque in
"The Crimson Runner"

There have been countless scenes since the motion picture

SS SHEET

ON

SON RUNNER"

CORPORATION, 469 FIFTH AVENUE, NEW YORK CITY

ama Of A Young Female Tortured The Aristocracy Police Of Post War-Vienna

MBERG and CHARLES R. ROGERS
present

PRISCILLA DEAN

in
"THE CRIMSON RUNNER"

original story by HARVEY GATES

Adapted by HARVEY GATES

Directed by TOM FORMAN

Photographed by SOLPOLITO, A. S. C.

Edited by HARRY L. DECKER

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Under the personal supervision of HUNT STROMBERG

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Dolph	James Neill
Meinlin	Charles H. Mailes
Cecile	Ilsa de Lindt
the Black	Mitchell Lewis
valet	Taylor Holmes
Police	Arthur Millett

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beneath the window, hears her screams and, scaling the
walls of the house, enters and stabs Krutz. A band of
revellers, headed by the Count, break in and the terror-
stricken Conrad leaps out of the window to his death.

With the death of Krutz, Meinhard is made President
of the Chamber of Deputies and succeeds in obtaining the
pardon of "The Crimson Runner," whom he makes his wife.

(Advance Story)

TITLED AUSTRIAN BEAUTY IN PICTURES

Ilsa de Lindt, Playing in "The
Crimson Runner," Is Called
Europe's Loveliest Woman

There's Austrian nobility of both the
"reel" and the real variety in "The
Crimson Runner," Hunt Stromberg's
new Priscilla Dean feature, which is
coming to the
Theatre for a run
next

The "reel" kind is found in the char-
acters portrayed by Ward Crane, James
Neill and Charles H. Mailes, while the
real nobility may be discovered in
the person of Ilsa de Lindt, a new
screen personality who portrays the
role of an Austrian princess in "The
Crimson Runner."

Miss de Lindt is the wife of Ernst
Linnenkamp, noted Austrian portrait
painter, and is a member of one of
Vienna's oldest titled families. She
has been termed "the most beautiful
woman in Europe" and has been the
subject of many of her husband's most
notable paintings. In "The Crimson
Runner" she wears a necklace and
bracelet which are personal gifts to
her from the late Czarina in apprecia-
tion of her loveliness.

Miss de Lindt happened to visit the
studio with her husband at the time

Hunt Stromberg was seeking an actress
to play the part of the Austrian prin-
cess in this production. When he saw
the visitor, he decided that she was
just the young lady for the role, but
as she had never appeared before a
motion picture camera before, con-
siderable persuasion was necessary be-
fore Miss de Lindt consented to play
the part.

Stromberg is highly enthusiastic over

her performance in the picture, and
insists that Miss de Lindt will make
a genuine success in pictures if she



PRISCILLA DEAN in
"THE CRIMSON RUNNER"

PRODUCED BY
PRODUCERS DISTRIBUTING CORP.

One ... eat or mat ...
should decide to continue a screen
career.

In addition to Miss de Lindt, Pris-
cilla Dean's supporting cast in "The
Crimson Runner" includes such favor-
ites as: Ward Crane, Alan Hale, Mit-
chell Lewis, Taylor Holmes, James
Neill, Charles H. Mailes and Bernard
Siegel. Tom Forman directed.

(Advance Story)

THRILLING DUEL IN DEAN PICTURE

Broadsword Battle Interrupts
Brilliant Ballet Masque in
"The Crimson Runner"

There have been countless screen
fights since the ...

GIVE THESE TO THE ANSWER MAN

Toreador: No, Priscilla Dean isn't
Spanish. She was born in New York
City. Glad you liked her so well in
"The Siren of Seville." No, that's
not her very latest—"A Cafe in Cairo"
and "The Crimson Runner" followed
it. We understand the latter is com-



A TERRIFYING LITTLE
APACHE GIRL WHO
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Comedian of "Crimson Runner" Responsible For Fairbanks' First Movie Engagement

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TAYLOR HOLMES:

Born in New Jersey. Entered upon a stage career when he was very young and continued to appear in stock for several long seasons. He was still young when he first achieved stardom, his greatest success coming in "Bunker Bean" in which he played the title role for three years. Later he appeared in "Smooth as Silk" with Willard Mack, "Seven Chances," "The Hotel Mouse" with Frances White, and many other recognized successes.

ALAN HALE:

Recognized as one of the screen's foremost villains having achieved success in such roles in an almost innumerable variety of pictures among which are "The Four Horsemen," "Cameo Kirby," "Covered Wagon," "Dick Turpin," etc. Hale is married to Gretchen Hart-

man, one time Fox star but now retired to private life. He has now accepted a directorial post with Fox, making "The Crimson Runner" his last picture.

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JAMES NEILL:

Born in Savannah, Ga. and completed his education at Georgia University. Originally played in the Famous Players Stock Co., then started screen work about ten years ago. His wife is Edith Chapman, the well known actress whose latest prominent role was "The Wise Virgin". Neill has appeared in "Rebecca of Sunnybrook Farm," "Carmen" "Little Shepherd of Kingdom Come" and others.

CHARLES H. MAILES:

Born and educated in Halifax, N. S. Is considered by many authorities, the most important character man in pictures, being especially recognized for his character work in "Mark of Zorro," "Courage," "Go and Get It". Is the husband of Claire McDowell, star of First National's "Souls For Sale" and Warner's "Lighthouse by the Sea."

THE CRIMSON RUNNER
Original story by HARVEY GATES
Adapted by HARVEY GATES
Directed by TOM FORMAN
Photographed by SOL POLITO, A.
Edited by HARRY L. DECKER
Art Direction by WILLIAM L. HEY
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PRISCILLA DEAN IN GATES FILM

Harvey Gates, author of that memorable production, "Merry-Go-Round," has done it again.

The same vivid realism which distinguished the latter is said to be evident in "The Crimson Runner," Priscilla Dean's latest Hunt Stromberg starring vehicle, which is now being featured at the Theatre. Gates partly attributes this power to grasp the elusive atmosphere of Austria to the fact that he lived for



"THE CRIMSON RUNNER"
Released by PRODUCERS DISTRIBUTING CORPORATION

One col. star cut or mat No. 1

a long time in Vienna and absorbed the customs and mannerisms of the Austrian people.

The current production is a stirring tale of a daring feminine Robin Hood who arose out of the chaos and confusion which enveloped the Austrian capitol following the termination of the war, and the adoption of the socialist regime.

Miss Dean is supported by a blue ribbon cast including Bernard Siegel, Ward Crane, Alan Hale, Taylor Holmes, Mitchell Lewis, Ilsa de Lindt, Charles H. Mailes and Arthur Millett. Tom Forman directed.

(Advance Story)

THRILLING DUEL IN DEAN PICTURE

Broadsword Battle Interrupts
Brilliant Masque in
"The Crimson Runner"


There have been countless screen fights since the first motion picture hearts, but what is said to be the most unusual kind ever staged is found in "The Crimson Runner," a feature, which opens an engagement of weeks at the Theatre next

Alan Hale and Ward Crane are the participants in this encounter and viciously dangerous broad sword fight. The duel occurs in the midst of a spectacular Masque of the story and some 12 "extras" enjoyed the thrill of the scenes were being recorded on celluloid.

An ordinary dueling mere child's play compared to an encounter with broad swords. The latter are not only heavy and unwieldy, but their keen points and dangerous sharp blades make them formidable weapons indeed.

Such scenes as the "Merry-Go-Round" cannot be successfully faked, and both Alan Hale and Ward Crane took a full course of lessons in the art of broadsword duelling before they attempted to film the scene. Even such precautions, however, failed to prevent a number of minor casualties before the scene was completely to the satisfaction of director Tom Forman.

"The Crimson Runner" is an original story of post-war Vienna by Harvey Gates, who wrote "Merry-Go-Round" and "The Wildcat of Paris." In addition to Priscilla Dean, Ward Crane and Alan Hale, the cast includes such skilled players as Taylor Holmes, James Neill, Charles H. Mailes, Mitchell Lewis and Bernard Siegel.



PRISCILLA DEAN

in 'The Crimson Runner'

by Harvey Gates
Ward Crane, Alan Hale, Mitchell Lewis

Released by
PRODUCERS - DISTRIBUTING - CORPORATION



Two Col. Ad Cut or Mat No. 3

CRIMSON RUNNER

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Adapted by HARVEY GATES
Directed by TOM FORMAN
Cinematographed by SOL POLITO, A. S. C.
Edited by HARRY L. DECKER
Production by WILLIAM L. HEYWOOD
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Produced and Distributed by PRODUCERS DISTRIBUTING CORPORATION

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Several days later, pursued by the police, Bianca leaps into the astonished Count's window. He keeps her presence a secret and sends an inquiring gendarme on his way. Bianca returns the medal and asks that he reward her by allowing her to remain in his home for a fortnight to evade the police. During her stay, she falls in love with the Count and reveals her identity as The Crimson Runner, but his love for her will not permit him to let her go, even now.

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GIVE THESE TO THE ANSWER MAN

Toreador: No, Priscilla Dean isn't Spanish. She was born in New York City. Glad you liked her so well in "The Siren of Seville." No, that's not her very latest—"A Cafe in Cairo" and "The Crimson Runner" followed it. We understand the latter is coming to the Theatre soon, so don't miss it.

Dixie: The man you mention having seen in "The Mark of Zorro" is Charles H. Mailes. He comes from Halifax, Nova Scotia and has had wide stage experience in repertoire, vaudeville and stock. He has an interesting part in Priscilla Dean's latest production, "The Crimson Runner." We believe it's due at the Theatre soon.

Pattie: Yes, the chap you saw in "Her Market Value" is Taylor Holmes, the popular legitimate stage actor who played in the recent Broadway success, "The Whole Town's Talking." He plays a comedy-butler role in Priscilla Dean's new feature, "The Crimson Runner," a story of Post War Vienna. Don't miss it.

Louise: Alan Hale most always villains, despite that angelic combination—golden hair and blue eyes. Yes, he played the husband in the screen version of "A Doll's House" with Nazimova. His latest offering is "The Crimson Runner," starring Priscilla Dean. We understand he's more despicable than ever in this, so don't fail to see it.

Trini: Yes, Ward Crane certainly is handsome. No, his eyes are brown. He hails from Albany, N. Y. Yes, that was he in "The Famous Mrs. Fair." He has an important role in Priscilla Dean's latest starring vehicle, "The Crimson Runner," a story of Post War Vienna. We're sure you'll like him in it.

Raoul: Yes, indeed; James Neill has done a great deal of stage work. He's been in the pictures ten years. He has gray hair and brown eyes. His latest role is in "The Crimson Runner," starring Priscilla Dean.

Ilsa de Lindt, Playing in "The Crimson Runner," Is Called Europe's Loveliest Woman

There's Austrian nobility of both the "reel" and the real variety in "The Crimson Runner," Hunt Stromberg's new Priscilla Dean feature, which is coming to the Theatre for a run next

The "reel" kind is found in the characters portrayed by Ward Crane, James Neill and Charles H. Mailes, while the real nobility may be discovered in the person of Ilsa de Lindt, a new screen personality who portrays the role of an Austrian princess in "The Crimson Runner."

Miss de Lindt is the wife of Ernst Linnenkamp, noted Austrian portrait painter, and is a member of one of Vienna's oldest titled families. She has been termed "the most beautiful woman in Europe" and has been the subject of many of her husband's most notable paintings. In "The Crimson Runner" she wears a necklace and bracelet which are personal gifts to her from the late Czarina in appreciation of her loveliness.

Miss de Lindt happened to visit the studio with her husband at the time Hunt Stromberg was seeking an actress to play the part of the Austrian princess in this production. When he saw the visitor, he decided that she was just the young lady for the role, but as she had never appeared before a motion picture camera before, considerable persuasion was necessary before Miss de Lindt consented to play the part.

Stromberg is highly enthusiastic over

her performance in the picture, and insists that Miss de Lindt will make a genuine success in pictures if she



PRISCILLA DEAN in "THE CRIMSON RUNNER"

PRODUCED BY PRODUCERS DISTRIBUTING CORP.

should decide to continue a screen career.

In addition to Miss de Lindt, Priscilla Dean's supporting cast in "The Crimson Runner" includes such favorites as: Ward Crane, Alan Hale, Mitchell Lewis, Taylor Holmes, James Neill, Charles H. Mailes and Bernard Siegel. Tom Forman directed.



PRISCILLA DEAN in "The Crimson Runner"

THE SCREEN HAS NEVER BEFORE YIELDED SUCH A PENETRATINGLY STIRRING STORY OF ROMANCE AND ADVENTURE AS THIS REMARKABLE HARVEY GATES TALE BRINGS TO YOU.



RIVOLI -- All This Week

Two Col. Ad Cut or Mat No. 4

The Empress Of Elements Most Colorful Role Of

CATCHLINES THAT CAPTURE PATRONS
A Daring Female Daily Risked Her Life and Honor
To Fulfill an Oath.

Fire and Fury in Her Eyes—A Blood Red Kerchief
About Her Throat — An Unsheathed Dagger
in Her Hand — That's the "Crimson Runner".

The Empress of Elemental Emotions in the most
Colorful Role of Her Brilliant Career.

"I Rob the Rich to Feed the Poor." That's the cry
of the Beautiful "Crimson Runner".

Exotic Vienesse Cafes — Beautiful Women — In-
toxicating music — Vienna's Fascinating Un-
derworld, and Shining Above All This "The
Crimson Runner".

Tempestuous — Terrifying — Entrancing — "The
Crimson Runner" Swept all Before Her in Her
Mighty Battle for Revenge.

The Terror of the Aristocrats — The Angel of the
Poor.

She Courted Death and Wooed Danger. Then
along Came Love and Captured Her.

The Toast of the Underworld — The Despair of the
Police — The Plunderer of the Aristocracy —
That's 'The Crimson Runner'.

On Went the Lights — Gone Were the Jewels —
Gone with 'The Crimson Runner'.

(Advance Story)

SPECTACULAR BALL IN DEAN FEATURE

The elaborate Ball sequence
which occurs in "The Crimson Run-
ner" is a production for Hunt Stromberg which comes
to the Theatre for a run next
....., is said to be one
of the most spectacular scenes ever
filmed in the history of the industry.

The locale of the story is fascinating
Vienna and all the brilliance and color
of its people have been deftly woven
into this impressive scene.

The entire set was designed and ex-
ecuted by Count Maxime de St. Hilaire,
a member of the Austrian aristocracy,
selected by Hunt Stromberg as special
technical advisor for this production.

"The Crimson Runner" is interpreted
by an exceptional cast including, be-
sides Miss Dean, Taylor Holmes, Ward
Crane, Mitchell Lewis, Ilsa de Lindt,
James Neill, Charles H. Mailles and
Bernard Siegel. Tom Forman directed.

**NOW
PLAYING
PRISCILLA
DEAN**

The Crimson

(Advance Story)

APACHE HUNT IN "CRIMSON RUNNER"

Most Notable Scene in Vienna
Is Reproduced for Priscilla
Dean Starring Vehicle

The Simplicissimus Cafe, one of the
most famous and notorious resorts in
all Vienna, is the scene of much of the
action of "The Crimson Runner," Hunt
Stromberg's new Priscilla Dean feature,
which is to be shown at the

..... Theatre next
This colorful rendezvous for students,
brave-hearted tourists and dangerous
underworld characters, has been re-
produced with unusual fidelity and in
its entirety presents one of the most
colorful panoramas of Continental
night life that the screen has pictured
in many moons.

Harvey Gates, author of "The Crim-
son Runner," who spent more than a
year in the Austrian capitol worked
hand in hand with Director Tom
Forman on the technical details. An

PITHY PROGRAM PARAGRAPHS

Priscilla Dean says if she ever gets
more than two day's vacation some-
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put a contagious disease sign on the
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perfect in the part of the Princess. He
finally persuaded the lovely lady to play
the part for him.

Priscilla Dean is on a personal ap-
pearance tour and is presenting one of
the highlight scenes from a "Cafe in
Cairo" as a special feature.

NOW COLO Tempestuous Te PRISCILLA



FIRE DA
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IN HER
MIGHTY
LING ST
TAYLOR
WARD C

FOUR COLUMN

FAMOUS V ON

Alan Hale, Heavy of "Crim-
son Runner," Abandoned Degree
For Theatrical Career

Few who view the vicious visage
of Alan Hale on the silver sheet real-
ize how nearly they came to being de-
prived of that pulse-quicken-
ing privilege.

A graduate of the University
of Washington, (his native city) you
Hale chose the profession of ost-
pathy and succeeded in attaining
Doctor's degree. This, however, is
a far cry from the show business

mental Emotions In The le Of Her Brilliant Career

COLONIAL PLAYING Terrifying—Tantalizing PRISCILLA DEAN in "The Crimson Runner"

FIRE DARTING FROM HER EYES — A BLOOD-RED KER-
CHIEF ABOUT HER THROAT — AN UNSHEATHED DAGGER
IN HER HAND — SHE SWEEP ALL BEFORE HER IN A
MIGHTY GUST OF HATRED AND REVENGE. A START-
LING STORY INTERPRETED BY A CAST INCLUDING
TAYLOR HOLMES — MITCHELL LEWIS — ALAN HALE —
WARD CRANE. DIRECTED BY TOM FORMAN.

PRODUCERS DISTRIBUTING
CORPORATION



FOUR COLUMN AD CUT OR MAT NO. 6

(Current Story)

FAMOUS VILLAIN ONCE A DOCTOR

Alan Hale, Heavy of "Crimson
Runner," Abandoned Degree
For Theatrical Career

Alan Hale, who viewed the vicious visage of
the silver sheet realize
nearly they came to being deprived
that pulse-quickening privilege.
graduate of the University of
Washington, (his native city) young
chose the profession of osteo-
logy and succeeded in attaining his
doctor's degree.

the rigors of grand opera; so he de-
serted that branch of theatricalism and
devoted his entire time to musical
comedies.

His first important legitimate stage
engagement was in support of Viola
Dana in "The Poor Little Rich Girl."
Then followed several years of light
opera, musical comedy melodrama and
vaudeville.

In 1915, this versatile thespian jour-
neyed to the Pacific Coast and entered
motion pictures. Since that time his
sincerity and ability have enhanced the

(Advance Story)

DOES DIFFICULT APACHE DANCE

Star of "The Crimson Runner"
Astonishes Director Who
Meant To Use A Double

Motion picture stars simply cannot
live down their pasts.

In "The Crimson Runner," Hunt
Stromberg's new Priscilla Dean feature,
which will be the attraction at the
Theatre next week, the star is
called upon to do a typical acrobatic
Apache dance.

Before the scenes were to be taken,

Reviews

No. 1

DRAMA MAKES POST WAR VIENNA LIVE

Spirit of Austrian Capitol Inter-
preted by Miss Dean

Exotic Vienesse cafes, beautiful
women, intoxicating music, Vienna's
fascinating underworld — tempestuous,
terrifying, entrancing — all these and
too much more to tell about here, are
the contributing reasons why "The
"Crimson Runner," the attraction at the
Theatre this week, is among the most stimulating
and gripping romantic-dramas we have
ever seen on the screen.

This is another one of those remark-
able dramas which emerges as the
product of the gifted Hunt Stromberg,
one of the youngest producers in the
country. Stromberg is a progressive
young man and can be depended upon
to make a real contribution to the
screen with each new production. This
time he has chosen a story written by
Harvey Gates the author who will be
long remembered for the merit of his
"Merry-Go-Round".

Like its predecessor, this story is
woven about the working class of a
European country but this time the
working people are Apaches and the
country is Austria. It is a vibrating
tale of a daring female Robin Hood
who rose out of the chaos and confu-
sion that enveloped post-war Vienna,
terrifying the aristocracy and torment-
ing the police, until a handsome young
Count won her heart and she
found happiness and peace in the re-
pose that wealth and leisure bought
her.

Miss Dean, with her very fiery and
lively portrayals, is more astonishingly
attuned to this role than we have ever
seen her before. At one time, she
reflects all the cruelty and all the soft-
ness which the author intended "The
Crimson Runner" to possess. She has
caught the spirit of this romantic
drama and carries it along to the very
end. In this she is assisted by a very
capable cast among which are Alan
Hale, Ward Crane, Taylor Holmes,
James Neill, Mitchell Lewis, Charles
Mailles, Bernard Siegel, Arthur Miller
and Ilsa de Lindt.

Backing up a splendid story, aptly
interpreted, are gorgeous settings and
remarkable reproductions of original
cafes, baronial homes and the like, for
which credit goes to Count Maxime St.
Hilaire, special technical director. The
picture was produced under the capable
direction of Tom Forman, protege of
Hunt Stromberg, the producer.

No. 2

"CRIMSON RUNNER" IS STIRRING LOVE DRAMA

Priscilla Dean's New Vehicle
Merits Her Remarkable Ability

Those who like their dramas served
with action bubbling over on every
side and vivacity sparkling all about
have but to go to the Theatre this week to have
their appetites in this direction fully
and pleasingly satisfied.

"The Crimson Runner," featuring
Priscilla Dean, is a daring, vital story
of a young Apache girl whom poverty
and oppression turned into a female
Robin Hood who, under a clever dis-
guise and with the aid of her crafty
henchmen, robbed the rich that the
poor might eat.

Tempestuous — Terrifying — Entrancing — "The Crimson Runner" Swept all Before Her in Her Mighty Battle for Revenge.

The Terror of the Aristocrats — The Angel of the Poor.

She Courted Death and Wooed Danger. Then along Came Love and Captured Her.

The Toast of the Underworld — The Despair of the Police — The Plunderer of the Aristocracy — That's "The Crimson Runner".

On Went the Lights — Gone Were the Jewels — Gone with "The Crimson Runner".

(Advance Story)

SPECTACULAR BALL IN DEAN FEATURE

The elaborate Ball sequence which occurs in "The Crimson Runner" is said to be one of the most spectacular scenes ever filmed in the history of the industry.

The locale of the story is fascinating Vienna and all the brilliance and color of its people have been deftly woven into this impressive scene.

The entire set was designed and executed by Count Maxime de St. Hilaire, a member of the Austrian aristocracy, selected by Hunt Stromberg as special technical advisor for this production.

"The Crimson Runner" is interpreted by an exceptional cast including, besides Miss Dean, Taylor Holmes, Ward Crane, Mitchell Lewis, Ilsa de Lindt, James Neill, Charles H. Mailles and Bernard Siegel. Tom Forman directed.

(Advance Story)

APACHE HUNT IN "CRIMSON RUNNER"

Most Notable Scene in "Crimson Runner" Is Reproduced for Priscilla Dean Starring Vehicle

The Simplicissimus Cafe, one of the most famous and notorious resorts in all Vienna, is the scene of much of the action of "The Crimson Runner," Hunt Stromberg's new Priscilla Dean feature, which is to be shown at the Theatre next

This colorful rendezvous for students, brave-hearted tourists and dangerous underworld characters, has been reproduced with unusual fidelity and in its entirety presents one of the most colorful panoramas of Continental night life that the screen has pictured in many moons.

Harvey Gates, author of "The Crimson Runner," who spent more than a year in the Austrian capitol worked hand in hand with Director Tom Forman on the technical details. An



FOUR COLUMN

FAMOUS V

Alan Hale, Heavy of "Crimson Runner," Abandoned Degraded Career For Theatre

Few who view the vicious visage of Alan Hale on the silver sheet realize how nearly they are being deprived of that pulse-quivering privilege of the University of Washington, (his native city) where he chose the profession of osteopathy to succeed in attaining. This, however, is a far cry from the show business, which he had a secret yearning, in 1909 the theatrical bee buzzed loudly and persistently about his loudly and persistently about his osteopathy to join the Orphan of Philadelphia. The following year he appeared in New York where he attracted the attention of Andreas Dippel, grand opera impresario. After a year of voice culture, however, Hale was distressed to find that his vocal organs would not end

PITHY PROGRAM PARAGRAPHS

Priscilla Dean says if she ever gets more than two day's vacation sometime during the year, she is going to put a contagious disease sign on the front door, strangle the telephone, and read until her eyes pop out.

Something so different it will rekindle the jaded movie-goers interest. Priscilla Dean as a daring female Robin Hood in "The Crimson Runner".

It was Taylor Holmes who first introduced Douglas Fairbanks to the magic of the silver screen. Doug. was an ambitious young actor when Holmes suggested that Thos. Ince give him a chance in a picture.

Jack London, himself, singled out Mitchell Lewis as the ideal player for character parts in his pictures. Lewis was featured thereafter in several London pictures.

Ilsa de Lindt, wife of Ernst Linnenkamp the famous portrait painter, was visiting the Stromberg studio with her distinguished husband when the producer got the idea that she would be

perfect in the part of the Princess. He finally persuaded the lovely lady to play the part for him.

Priscilla Dean is on a personal appearance tour and is presenting one of the highlight scenes from a "Cafe in Cairo" as a prologue at dozens of theatres throughout the country.

Alan Hale says that if there is such a thing as reincarnation he hopes next time he comes to earth it will be as a hero and not as a villain. He is getting rather tired of being the perpetual bad man and he claims it is contrary to his nature.

Cafe Simplicissimus, in Vienna, the haunt of the Apache and the more stout-hearted aristocracy, has been reproduced with its minutest details in "The Crimson Runner".

Maxime de Saint-Hilaire, an Austrian count with a PH. D attached to his name, stands ready to attest to the authenticity of the sets in "The Crimson Runner" since he designed them all. It is said that a great many of them are largely in duplication of his own baronial home in Austria.

AN ADVANCE PROGRAM READER TO AROUSE THEIR ANXIETY

The priceless jewels of the impoverished Austrian aristocracy strewn on a strip of black velvet—FOR SALE!

The room is suddenly plunged in darkness—

A seething stream of ruthless Apaches pours in from every window—every door—

Confusion—pillage—chaos—"I ROB THE RICH TO FEED THE POOR!"—a woman's voice rings through the darkness—

Someone turns on the light—

The Crimson Runner is glimpsed fleeing along the balcony—laden with jewels—

Who was this daring female Robin Hood who risked life and honor to fulfill a bitter oath?

NOW PLAYING PRISCILLA DEAN in "The Crimson Runner"

Producers Distributing CORPORATION

THE EMPRESS OF ELEMENTAL EMOTIONS IN A THROBBING STUPENDOUS STORY OF HATE, REVENGE AND LOVE WITH COLOR AND ACTION.



PALACE

CONTINUOUS 11:30—11 P. M.

One Col. Ad Cut Or Mat No. 1



"THE CRIMSON RUNNER" Released

Two Col. Star

IN HER HAND — SHE SWEEPED ALL BEFORE HER IN A MIGHTY GUST OF HATRED AND REVENGE. A STARTLING STORY INTERPRETED BY A CAST INCLUDING TAYLOR HOLMES — MITCHELL LEWIS — ALAN HALE — WARD CRANE. DIRECTED BY TOM FORMAN.

Producers Distributing CORPORATION



FOUR COLUMN AD CUT OR MAT NO. 6

(Current Story)

FAMOUS VILLAIN ONCE A DOCTOR

Alan Hale, Hero of "Crimson Runner," Abandoned Degree For Theatrical Career

Few who view the vicious visage of Alan Hale on the silver sheet realize how nearly they came to being deprived of that pulse-quickenng privilege.

A graduate of the University of Washington, (his native city) young Hale chose the profession of osteopathy and succeeded in attaining his Doctor's degree. This, however, was a far cry from the show business, for which he had a secret yearning, and in 1909 the theatrical bee buzzed so loudly and persistently about his head that he was sufficiently deafened to the promptings of osteopathy to abandon it forever and join the Orpheum Stock Company of Philadelphia.

The following year he appeared in a musical comedy in New York, where he attracted the attention of Andreas Dippel, grand opera impresario. After a year of voice culture, however, Hale was distressed to find that his vocal organs would not endure

the rigors of grand opera; so he deserted that branch of theatricalism and devoted his entire time to musical comedies.

His first important legitimate stage engagement was in support of Viola Dana in "The Poor Little Rich Girl." Then followed several years of light opera, musical comedy melodrama and vaudeville.

In 1915, this versatile thespian journeyed to the Pacific Coast and entered motion pictures. Since that time his sincerity and ability have enhanced the powerfulness of several great productions including "Robin Hood," "The Four Horsemen" and "The Covered Wagon".

He has an important and interesting role in Priscilla Dean's latest starring vehicle for Hunt Stromberg, "The Crimson Runner," which comes to the Theatre for a run next in which he portrays a brutal and unscrupulous janitor who forces his way up to the position of Commisar of Police in chaotic post-war Vienna.

(Advance Story)

DOES DIFFICULT APACHE DANCE

Star of "The Crimson Runner" Astonishes Director Who Meant To Use A Double

Motion picture stars simply cannot live down their pasts.

In "The Crimson Runner," Hunt Stromberg's new Priscilla Dean feature, which will be the attraction at the Theatre next the star is called upon to do a typical acrobatic Apache dance.

Before the scenes were to be taken, director Tom Forman informed Miss Dean that a "double" had been engaged to perform the dance and that she would have to appear only in the close-ups.

"Well, you can cancel her right now!" Priscilla replied with the same fire and sincerity she displays on the screen. "You don't suppose I've forgotten all I learned on the stage!"

And thus it was revealed that Priscilla Dean had danced in the New York version of the Follies Bergere when she was in her early teens and before she took up screen work.

"The Crimson Runner" is an original story by Harvey Gates, author of "Merry Go Round," and "The Wildcat of Paris," one of Miss Dean's notable earlier triumphs. Featured in the supporting cast are Ward Crane, Taylor Holmes, Mitchell Lewis, James Neill, Alan Hale, Ilsa de Lindt, Charles H. Mailes and Bernard Siegel.

"CRIMSON RUNNER" COMING TO RIALTO

An anxiously waiting public will be delighted to hear that Priscilla Dean who electrified audiences by her performance in "A Cafe in Cairo" has just completed a new picture which is conceded by even the producer himself, and all those who have seen it, to be even more remarkable than her previous endeavor. In this new story she assumes the part of a fiery Apache girl who plays the role of a Robin Hood and steals from the bloated aristocrats to feed her beloved poor.

It was learned today that this latest release is to be the feature at the Theatre next week and that in addition to Miss Dean the cast includes, Taylor Holmes, Alan Hale, Ward Crane, Mitchell Lewis and others of note.

young man and can be depended upon to make a real contribution to the screen with each new production. This time he has chosen a story written by Harvey Gates the author who will be long remembered for the merit of his "Merry-Go-Round".

Like its predecessor, this story is woven about the working class of a European country but this time the working people are Apaches and the country is Austria. It is a vibrating tale of a daring female Robin Hood who rose out of the chaos and confusion that enveloped post-war Vienna, terrifying the aristocracy and tormenting the police, until a handsome young Count won her heart and hand and she found happiness and peace in the repose that wealth and leisure bought her.

Miss Dean, with her very fiery and lively portrayals, is more astonishingly attuned to this role than we have ever seen her before. At one time, she reflects all the cruelty and all the softness which the author intended "The Crimson Runner" to possess. She has caught the spirit of this romantic drama and carries it along to the very end. In this she is assisted by a very capable cast among which are Alan Hale, Ward Crane, Taylor Holmes, James Neill, Mitchell Lewis, Charles Mailes, Bernard Siegel, Arthur Miller and Ilsa de Lindt.

Backing up a splendid story, aptly interpreted, are gorgeous settings and remarkable reproductions of original cafes, baronial homes and the like, for which credit goes to Count Maxime St. Hilaire, special technical director. The picture was produced under the capable direction of Tom Forman, protege of Hunt Stromberg, the producer.

No. 2

"CRIMSON RUNNER" IS STIRRING LOVE DRAMA

Priscilla Dean's New Vehicle Merits Her Remarkable Ability

Those who like their dramas served with action bubbling over on every side and vivacity sparkling all about have but to go to the

Theatre this week to have their appetites in this direction fully and pleasingly satisfied.

"The Crimson Runner," featuring Priscilla Dean, is a daring, vital story of a young Apache girl whom poverty and oppression turned into a female Robin Hood who, under a clever disguise and with the aid of her crafty henchmen, robbed the rich that the poor might eat.

The action of the story takes place in post-war Vienna at the time when this chaotic cosmopolitan city was being torn with the anguish born of a bitter struggle between a freedom crazed proletariat and a proud, cruel aristocracy. The story attains a realism which may be attributed not alone to the splendid portrayal of Miss Dean and her supporting cast, nor yet entirely to the fact that the author knew intimately the life which he portrays, but also to the unusual fidelity to detail for which credit goes to Count Maxime St. Hilaire, who acted as special technical director.

The story is a rich romantic melodrama with dozens of unique twists and delicate touches. Forced by a brutal landlord, to rob the rich, Bianca Schreiber determines to assume the role of a female Robin Hood and make life liveable for the poor with whom she has always lived. Gathering around her a band of daring Apaches, she assumes the title of "The Crimson Runner" and proceeds to plunder the homes of the aristocracy to buy bread for the poor.

With the police hot on her trail she seeks refuge in the house of a Count whom she had saved but a few days before when he was visiting in the Cafe Simplicissimus.

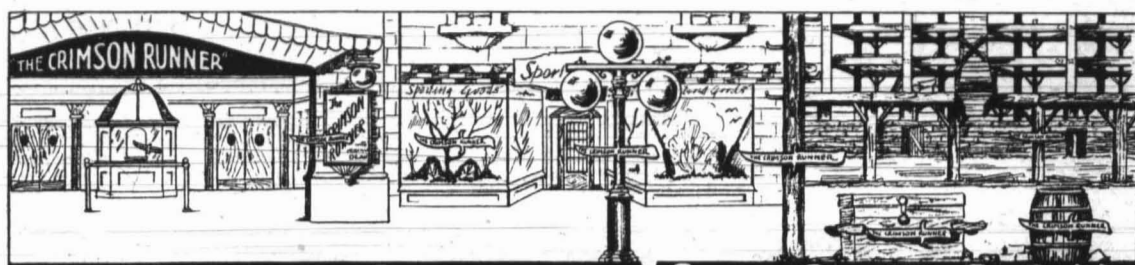
Miss Dean, as the daring Apache leader who courted death and wooed danger, gives a performance that can honestly be termed throbbing. Provided with a splendid story she attains great emotional heights such as we have seldom seen reached on the screen. And she is fortunate, indeed, in being supported by an unusually capable cast which includes: Taylor Holmes, Ward Crane Alan Hale, Mitchell Lewis, James Neill, Charles Mailes and Bernard Siegel.



"THE CRIMSON RUNNER" Released by PRODUCERS DISTRIBUTING CORPORATION

Two Col. Star Cut or Mat No. 3

Captivating Priscilla Dean Vienesse Settings Of V



Follow the trail of gold!!

"The Crimson Runner" is Priscilla Dean's third production for Hunt Stromberg, and it surpasses the preceding two by a tremendous margin.

It's one of the most colorful action pictures ever made—bubbling over with thrilling episodes. There's a fierce brawl with an Apache band; a police raid on a notorious Viennese underworld cafe; a hundred exciting hair-breath escapes from the clutches of the lurking gendarmes; a Bal Masque that consummates in a murder and a suicide.

The story is by Harvey Gates, author of two of the screen's biggest sensations—"Merry-Go-Round" and "Wildcat of Paris."

"The Crimson Runner" has been produced on a sumptuous scale, regardless of cost or time. Subsequently, it contains some of the most lavish and effective interiors ever filmed. The Cafe Simplicissimus, the most notorious cafe in Vienna's underworld, has been reproduced with the greatest care—the result is perfection in every detail. The beautiful baronial home of the Count Meinhard is a superb and realistic piece of work and the brilliant Mask Ball is a spectacle of grandeur and beauty. This is the sort of thing your patrons are after.

The title is a teaser—designed to arouse their curiosity and bring 'em in.

As a whole, "The Crimson Runner" is the kind of picture everyone wants to see, because it takes a sharp turn off the beaten path of everyday existence and transports its spectators to a glorious land of romance and adventure.

Red Dagger Signs

Signs made in the shape of red daggers with "The Crimson Runner" printed in white letters and under it the name of the theatre, would make compelling attention arresters if posted on trees, telegraph poles, fences, in store windows and on the front of houses so that they all point in the general direction of the theatre.

You should have to say, little by way of explanation since the sword would be its own indication of the type of story. It might be effective to have the hilt of the sword broad enough to allow for the printing of Priscilla Dean's picture in the typical "Crimson Runner" garb.

Lead Them Into the Lobby

Get a fairly wide strip of bright red carpet and have printed on it at intervals of a foot, in white paint, "The Crimson Runner." The carpet should be laid on the ground so that it runs from the curb in front of the theatre directly into the door of the theatre. In addition to attracting unusual attention it will serve as a runway for people alighting from autos in front of the theatre door.

Street Ballyhoo

Get a fiery looking, black haired young woman, dress her in a similar outfit to the one worn by Priscilla Dean. Then dress a foreign looking man in a typical Apache costume and send the two of them out on an open truck fixed up to resemble a corner of an Apache cafe. They should be drinking and smoking as the truck rides along. Every few blocks the truck should be halted while the couple go through a few steps of an Apache dance.

If it is not practical for you to use a woman and man in the truck you can achieve a striking effect by using the three sheet as a mounted cutout in their places.

Poster Cutouts

Here's a mighty snappy suggestion for making a flashy lobby display. Cut out the twenty four sheet figure of Priscilla Dean standing on a house top, and mount it on compo board. Do the same with the group of three figures which appears on the other side of the poster. Then placing the star on one side of the entrance and the group on the other you can reproduce the effect achieved on the poster.

Next you should have printed a wide red strip of cardboard or cloth with the name of the picture in white letters. This should be allowed to run diagonally across the lobby entrance so that you get the effect of the figures standing against it as on the twenty four sheet. If the figures are mounted on pedestals they will be much more noticeable and the display will not in any way cut off the lobby entrance.

The two figures on the six sheet also lend themselves effectively to cutout purposes. You might mount these on boards allowing the base to carry the name of the picture and the billing and these could be placed in front of store windows and the like.

The Priscilla Dean one sheet cutout mounted and placed above the marquee and especially lighted with red lights shedding their rays from all directions, will draw all eyes in the direction of your theatre.

Ideal Prologue

The ideal prologue as an introduction to this fascinating picture would be, of course, a well staged Apache dance number with the stage set to resemble a corner of the Cafe Simplicissimus as it appears in the picture. Grouped around the tables may be Vienna underworld characters and students talking and drinking. Have the curtain fall on the final step of the dance and have the picture break right into that scene.

To supplement this, or as a separate prologue, you can have the same stage setting and have a girl, dressed like Priscilla Dean sing the famous Apache song, "Mon Homme."

Dagger Heralds

Novelty heralds in the form of red daggers would be bound to arouse interest in the picture. They should be four page leaflets with merely the name of the picture on the front, the theatre imprint on the back, and stills and copy on the inside pages. You might use lines like the following:

"I rob the rich to feed the poor." "I court death and danger that I may deliver my people from the hands of the engulfing aristocracy." "The blood red kerchief at my throat, the unsheathed dagger in my hands are the symbols of my calling." "I am the daring female Robin Hood who has terrorized all Vienna."

Or you might use this type of copy:

"Priscilla Dean, the empress of elemental emotions, the envy of all women, the idol of all men, as a beautiful little Apache leader who terrorized the aristocracy, tantalized the police and ruled her band with an iron hand." "Chaotic, cosmopolitan Vienna, torn with the anguish born of war, rent by the tempests of a crazed proletariat struggling against the oppression of a proud, cruel aristocracy."

"And in the midst of this teeming confusion rose the figure of a daring, dashing mite of a girl, a female Robin Hood." "The world knew her as 'The Crimson Runner' but to her lover, the Count, she was a soft, tender, gentle wisp of a girl whose soul begged for love and affection."

"Crimson Runner" Masks

A novelty that will serve you well as a splendid advertising messenger is the small face mask of the type used at masked balls, etc. These are not expensive and can be made up in bright red cloth with the name of the picture and the theatre imprint in white. You might arrange to distribute these in the theatre as favors, or you might work out a cooperative idea with some merchant and have him distribute them to his customers with every package. The advantage of this latter plan would be having the merchant share part of the expense.

A Teaser Idea

Get several young men or boys, give them plenty of bright red chalk and instruct them to go through the town inscribing on black fences, blank walls or any other place that they find available, some teaser messages like the following:

"I rob the rich to feed the poor." **THE CRIMSON RUNNER.**

"With my sword I shall maintain justice." **THE CRIMSON RUNNER.**

"By my red kerchief and unsheathed sword shall ye know me." **THE CRIMSON RUNNER.**

"I am the plunderer of the rich, the despair of the police." **THE CRIMSON RUNNER.**

"They call me the female Robin Hood. Know me always as **THE CRIMSON RUNNER.**"

(Current Story)

Well-Known Author of "Crimson Runner" Concealed Its Plot During a Gendarme Raid

Harvey Gates, well-known in motion picture circles for his successful original screen stories and adaptations, says you never know when or where you're going to get an inspiration—so he's always prepared.

The Cafe Simplicissimus, (pronounced as spelled) one of the most notorious cafes in Vienna's underworld offered a novel birthplace for the idea which materialized into "The Crimson Runner," Priscilla Dean's latest starring vehicle for Hunt Stromberg, which is now being shown at the Theatre.

A fierce Apache brawl, and subsequent raid which occurred one night while Gates was visiting the underworld rendezvous suggested the theme around which he built up what is called one of the most colorful screen dramas ever written.

Mr. Gates is the author of several of the cinema's most important productions, including "Merry-Go-Round" and "The Wildcat of Paris," Miss Dean's earlier and unforgettable triumph.

"CRIMSON RUNNER" TO CLOSE LONG RUN

It has just been announced that "The Crimson Runner" which has been crowding the Theatre at every performance during the past two weeks, will close on Saturday night to make room for the next picture of the theatre's schedule.

Everyone who has seen this remarkable film featuring Priscilla Dean in the role of an Apache Robin Hood, is enthusiastic both over Miss Dean's performance and the story itself.

The story is a vivid portrayal of the teeming life of a great cosmopolitan city of Vienna immediately following the war, and is a detail of color and quickening even to the most sophisticated.

Miss Dean is supported by a cast of players who are unusually capable and among which are numbered: Taylor Holmes, Ward Crane, Mitchell Lewis, Alan Hale and many others.

STANDARD THEATRE

The Most Remarkable Picture in Months.

a Dean In Exotic s Of Wealth and Poverty

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"With my sword I shall maintain justice. THE CRIMSON RUNNER".

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"They call me the female Robin Hood. Know me always as 'THE CRIMSON RUNNER'."

(Current Story)

Well-Known Author of "Crimson Runner" Conceived Its Plot During a Mafioso Raid

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RIALTO A Spectacle You THEATRE Will Long Remember

PRISCILLA DEAN in "The Crimson Runner"

THE MOST ASTOUNDINGLY VIVID PICTURE OF A DARING APACHE GIRL WHO WON THE HEART OF A DESIRABLE YOUNG COUNT. WRITTEN BY HARVEY GATES—AUTHOR OF THE WORLD FAMOUS "MERRY-GO-ROUND"—WITH A REMARKABLE CAST OF ARTISTS.



PRODUCED BY
Producers Distributing CORPORATION

Three Col. Ad Cut or Mat No. 5

YOU CAN'T DO BETTER THAN SEND A LETTER!

Dear Sir: (or Madam)

The most notorious underworld cafe in Vienna—the Simplicissimus—frequented by colorful Apache bands and a few curious, courageous tourists—is the unusual locale of "The Crimson Runner," starring Priscilla Dean, which will be shown for the first time on the screen of the

Theatre next

It is a dashing tale of a daring female Robin Hood who rose out of the chaos and confusion that enveloped post-war Vienna, terrifying the aristocracy and tormenting the police, until a handsome young Count won her heart and hand.

We are sure you will thoroughly enjoy "The Crimson Run-

PRICE SCHEDULE LITHOGRAPHS 1-SHEET

1 to 9@ 15c each
10 to 49@ 11c each
50 or more@ 10c each

3-SHEETS

1 to 4@ 15c sh. or 45c each
5 to 24@ 11c sh. or 33c each
25 to 49@ 10c sh. or 30c each
50 or more@ 9c sh. or 27c each

6-SHEETS

1 to 4@ 12½c sh. or 75c ea.
5 to 14@ 12c sh. or 72c ea.
15 to 99@ 10c sh. or 60c ea.
100 or more@ 9c sh. or 54c ea.

24-SHEET

1 to 4@ 10c sh. or \$2.40 ea.
5 to 9@ 9c sh. or 2.16 ea.

This is the sort of thing our patrons are after.

The title is a teaser—designed to arouse their curiosity and bring 'em in.

As a whole, "The Crimson Runner" is the kind of picture everyone wants to see, because it takes a sharp turn off the beaten path of everyday existence and transports its spectators to a glorious land of romance and adventure.

Red Dagger Signs

Signs made in the shape of red daggers with "The Crimson Runner" printed in white letters and under it the name of the theatre, would make compelling attention arresters if posted on trees, telegraph poles, fences, in store windows and on the front of houses so that they all point in the general direction of the theatre.

You should have to say little by way of explanation since the sword would be its own indication of the type of story. It might be effective to have the hilt of the sword broad enough to allow for the printing of Priscilla Dean's picture in the typical "Crimson Runner" garb.

Lead Them Into the Lobby

Get a fairly wide strip of bright red carpet and have printed on it at intervals of a foot, in white paint, "The Crimson Runner." The carpet should be laid on the ground so that it runs from the curb in front of the theatre directly into the door of the theatre. In addition to attracting unusual attention it will serve as a runway for people alighting from autos in front of the theatre door.

Street Ballyhoo

Get a fiery looking, black haired young woman, dress her in a similar outfit to the one worn by Priscilla Dean. Then dress a foreign looking man in a typical Apache costume and send the two of them out on an open truck fixed up to resemble a corner of an Apache cafe. They should be drinking and smoking as the truck rides along. Every few blocks the truck should be halted while the couple go through a few steps of an Apache dance.

If it is not practical for you to use a woman and man in the truck you can achieve a striking effect by using the three sheet as a mounted cutout in their places.

Poster Cutouts

Here's a mighty snappy suggestion for making a flashy lobby display. Cut out the twenty four sheet figure of Priscilla Dean standing on a horse, use top, and mount it on compo board. Do the same with the group of three figures which appears on the other side of the poster. Then placing the star on one side of the entrance and the group on the other you can reproduce the effect achieved on the poster.

Next you should have printed a wide red strip of cardboard or cloth with the name of the picture in white letters. This should be allowed to run diagonally across the lobby entrance so that you get the effect of the figures standing against it as on the twenty four sheet. If the figures are mounted on pedestals they will be much more noticeable and the display will not in any way cut off the lobby entrance.

The two figures on the six sheet also lend themselves effectively to cutout purposes. You might mount these on boards allowing the base to carry the name of the picture and the billing and these could be placed in front of store windows and the like.

The Priscilla Dean one sheet cutout mounted and placed above the marquee and especially lighted with red lights shedding their rays from all directions, will draw all eyes in the direction of your theatre.

Ideal Prologue

The ideal prologue as an introduction to this fascinating picture would be, of course, a well staged Apache dance number with the stage set to resemble a corner of the Cafe Simplicissimus as it appears in the picture. Grouped around the tables may be Vienna underworld characters and students talking and drinking. Have the curtain fall on the final step of the dance and have the picture break right into that scene.

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Or you might use this type of copy:

"Priscilla Dean, the empress of elemental emotions, the envy of all women, the idol of all men, as a beautiful little Apache leader who terrorized the aristocracy, tantalized the police and ruled her band with an iron hand."

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"Crimson Runner" Masks

A novelty that will serve you well as a splendid advertising messenger is the small face mask of the type used at masked balls, etc. These are not expensive and can be made up in bright red cloth with the name of the picture and the theatre imprint in white. You might arrange to distribute these in the theatre as favors, or you might work out a cooperative idea with some merchant and have him distribute them to his customers with every package.

The advantage of this latter plan would be having the merchant share part of the expense.

The Lobby Must Be Different

By converting the lobby so as to give it the appearance of the entrance to a European Cafe, a palatial home, or a corner of an Apache den you can attract a great many additional patrons. You can get your carpenter to build a false front of compo board and let the artist paint it with the desired effect or you can use the necessary props to reproduce the interior of the cafes. On the marquee mount cutout figures of Priscilla Dean as "The Crimson Runner."

To complete the effect have your door man dressed as a gendarme (French policeman shown on a number of stills.) The uniform is a colorful one and will in itself attract attention. You can hire one from the local costumer for a trifling sum.

Fencing Contest

A novel and extremely interesting prologue could be furnished by you in the form of a fencing contest. Here is a sport in which everyone has a real interest and which few often have the opportunity of seeing. It will only be possible to work this if you can get four or six people in your vicinity who are equipped with the entire outfit but if you can stage this thing you will score a real sensation.

Getting Matinee Crowds

The country store stunt has been used successfully many times to stimulate matinee business. Set aside one or two days on which admissions will be traded for some fresh vegetables or a ring of wurst to be distributed to the poor by you. To advertise these showings have some enlargements made of the stills showing Miss Dean distributing vegetables to the poor and have these placed in provision store windows and in your own lobby with special announcement cards.

Stage a Dance Contest

The stunt of staging a dance contest always serves two purposes. In the first place you would solve the problem of a prologue since such a contest would be most fitting as an introduction to the picture. In the second place, you would arouse community interest since the contestants would be local men and women. Their discussion of the contest would create valuable word of mouth publicity involving increased interest in the picture.

Novelty Throwaways

It would add considerably to the effectiveness of your throwaways, and generally pep up your showing, if you had them made in facsimile daggers, silhouetted Apaches or bright colored bandanas. Have a man in shabby Apache costume distribute them. The following suggestion will serve well for copy material.

Would You Like To Know
Who the daring feminine
Robin Hood was
Who risked life and honor to fulfill
A Bitter Oath. See
"THE CRIMSON RUNNER"
A colorful tale of Vienna's underworld
Starring
PRISCILLA DEAN
At the Theatre NOW.

Visit a Typical European
Underworld Cafe
"THE CRIMSON RUNNER"
with
PRISCILLA DEAN
transports you completely
to the realms of post war
Vienna's riotous night life.
At the Theatre this week

Revenge and fury in her
fiery black eyes—
A blood red kerchief
about her throat—
An unsheathed dagger in
her right hand—
That's
"THE CRIMSON RUNNER"
This week at the Theatre

One col. ad or mat No. 2

Runner" C
During a
endarme Raid

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The story is a vivid portrayal of the teeming life of the great cosmopolitan city of Vienna immediately following the war, and is replete with a glorious detail of color and action that is pulsatingly quickening even to the most sophisticated.

Miss Dean is supported by a cast of players who are unusually capable and among which are numbered: Taylor Holmes, Ward Crane, Mitchell Lewis, Alan Hale, and many others.

STANDARD THEATRE

The Most Remarkable
Picture in Months.

PRISCILLA DEAN

"The Crimson Runner"

Produced and Distributed by

ARMERY,
BLOODY RED
TALK OF A
DARING
FEMALE ROBIN
HOOD IN POST-
WAR VIENNA.



(Current Story)
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PRISCILLA DEAN

"The Crimson Runner"

Producers Distributing Corporation

A BERRY, BLOODY RED TALE OF A DARING FEMALE ROBIN HOOD IN POST-WAR VIENNA.



THE MOST ASTOUNDINGLY VIVID PICTURE OF A DARING APACHE GIRL WHO WON THE HEART OF A DESIRABLE YOUNG COUNT. WRITTEN BY HARVEY GATES—AUTHOR OF THE WORLD FAMOUS "MERRY-GO-ROUND"—WITH A REMARKABLE CAST OF ARTISTS.

Producers Distributing Corporation

Three Col. Ad Cut or Mat No. 5

YOU CAN'T DO BETTER THAN SEND A LETTER!

Dear Sir: (or Madam)

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It is a dashing tale of a daring female Robin Hood who rose out of the chaos and confusion that enveloped post-war Vienna, terrifying the aristocracy and tormenting the police, until a handsome young Count won her heart and hand.

We are sure you will thoroughly enjoy "The Crimson Runner" and hope to have the pleasure of your presence at the Theatre one night next week.

Cordially,
MANAGER

Trailers Build Business

National Screen Service, Inc., furnishes good trailers on all Producers' Distributing Corporation Pictures.

On all releases National Screen Service has a Service trailer consisting of main titles, carefully selected scenes and animated sales and subtitles.

Their prices are as follows:

REGULAR TRAILERS

During the first four months of release, \$3.50 (Invoiced at \$5.00, refund of \$1.50 if returned within two weeks.)

Four months after release date, \$1.50. (Invoiced at \$2.50, refund of \$1.00 if returned within two weeks.)

DE LUXE TRAILERS

On certain special productions National Screen Service has a De Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (Invoiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a Complete Regular Trailer Service on all productions at nominal monthly service charge.

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK

845 SOUTH WABASH AVENUE, CHICAGO

917 SOUTH OLIVE STREET, LOS ANGELES, CAL.

You Can Get An Excellent Service Trailer On

"THE CRIMSON RUNNER"

WIRE OR WRITE, GIVING EXACT PLAY DATES

PRICE SCHEDULE LITHOGRAPHS

1-SHEET
1 to 9@ 15c each
10 to 49@ 11c each
50 or more@ 10c each

3-SHEETS
1 to 4@ 15c sh. or 45c each
5 to 24@ 11c sh. or 33c each
25 to 49@ 10c sh. or 30c each
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15 to 99@ 10c sh. or 60c ea.
100 or more@ 9c sh. or 54c ea.

24-SHEET
1 to 4@ 10c sh. or \$2.40 ea.
5 to 9@ 9c sh. or 2.16 ea.
10 to 19@ 8c sh. or 1.92 ea.
20 to 49@ 1.88 ea.
50 or more@ 1.50 ea.

11 x 14 PHOTOS
8 In set—Plain
1 or 250c a set
3 or 440c a set
5 or more30c a set

8 In set—Colored
1 or 275c a set
3 or 465c a set
5 or more50c a set

22 x 28 PHOTOS
2 in set—Colored
1 or 280c a set
3 or 470c a set
5 or more60c a set

8 x 10 PHOTOS
Black and White
(10 to set)60c a set

5 or more60c a set

14 x 36 INSERT CARDS
1 to 925c each
10 to 2420c each
25 to 7418c each
75 or more15c each

WINDOW CARDS
1 to 497c each
50 to 996c each
100 or more5c each
SLIDES15c each
PRESS SHEETSGratis
MUSIC CUESGratis

PRODUCTION CUTS AND MATS
Cut Mat
1 Col.\$.25 \$.05
2 Col.40 .05

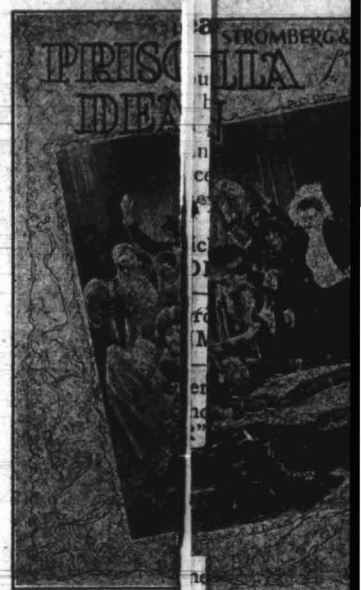
CUTS AND MATS FOR ADVERTISEMENT
1 Col.25 .05
2 Col.40 .05
3 Col.60 .10
4 Col.1.00 .15

Please note that reductions in quantity purchases apply to accessories on the same picture. For instance, 10 one-sheets on a single picture would cost \$1.10, but 10 one-sheets on two or more pictures will cost 15c each or \$1.50.

One col. ad cut or mat No. 2

POSTERS AS DISTINCTIVE AND THE PICTURE IS DIFFERENT

VIVIDLY COLORED LOBBY DISPLAY (11 x 14) THAT TELLS JUST ENOUGH ABOUT THE FILM TO AROUSE THE CURIOSITY AND PULL IN RECORD BREAKING CROWDS AT EVERY PERFORMANCE.



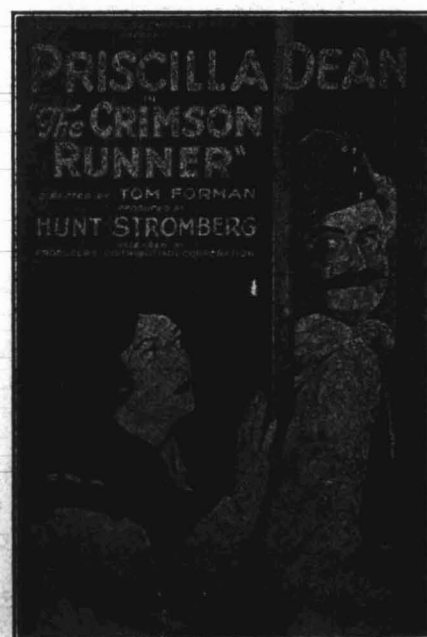
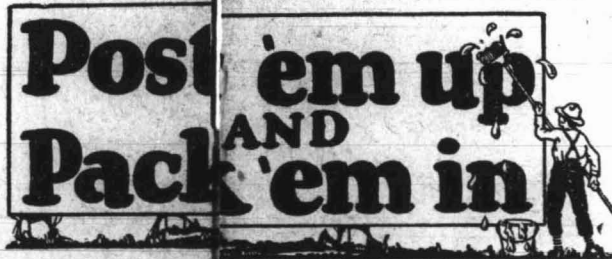
Post'em
AND
Pack'em



IVE AND COMPELLING AS DIFFERENT AND ENTHRALLING



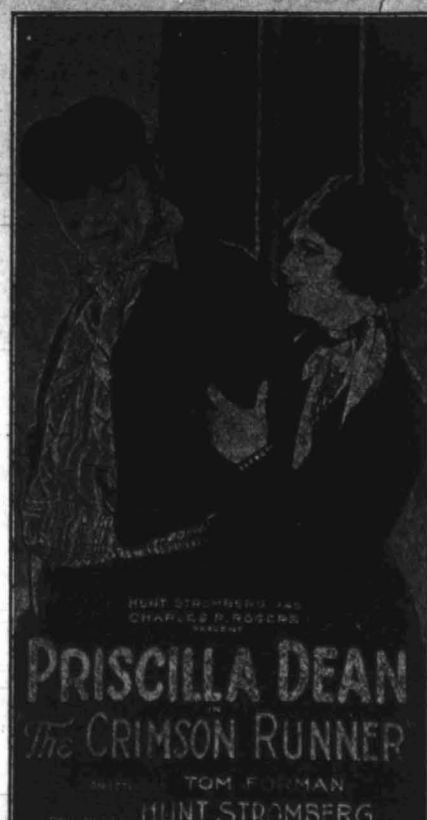
DRESS UP THE LOBBY WITH THESE 22 x 28 CARDS



ONE SHEET A

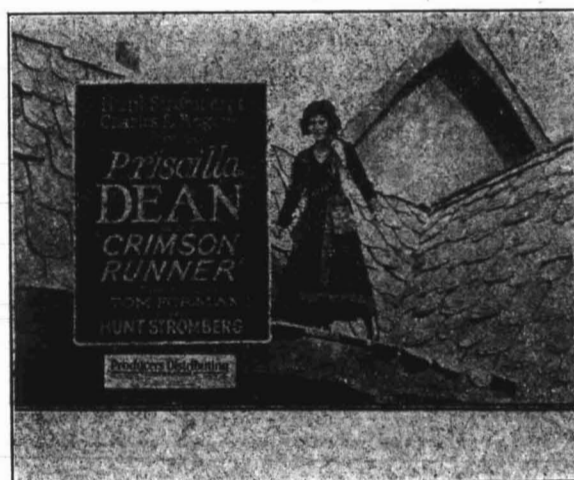
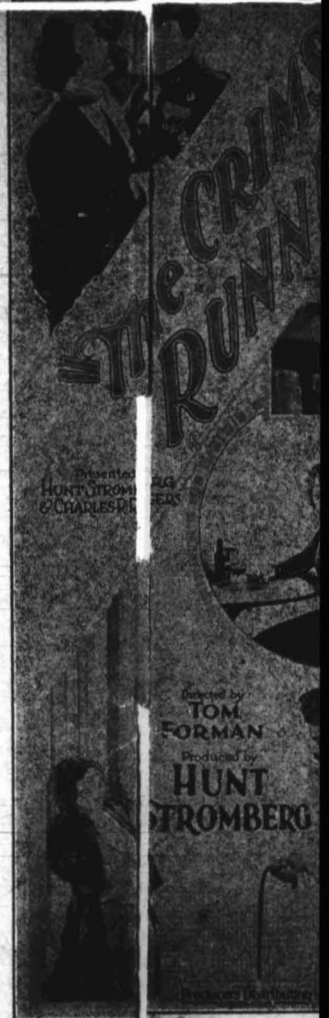


ONE SHEET B





**Post 'em
AND
Pack 'em**



WINDOW CARD

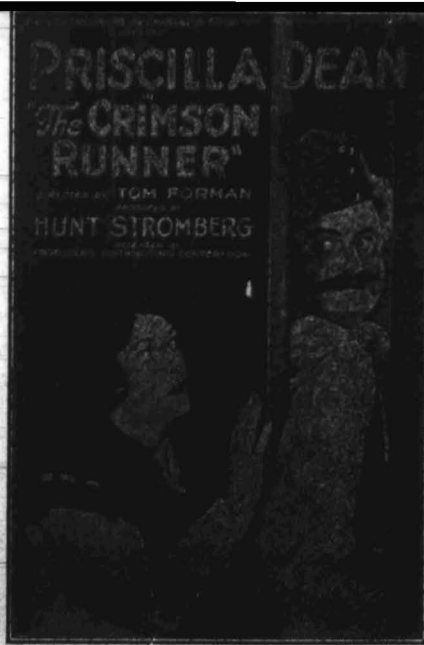
COLORED ANNOUNCEMENT CARD

COLORED INSERT



FOR POSTER AND CUTOUT PURPOSES THIS TWENTY-FOUR SHEET IS PERFECT

Post 'em up
AND
Pack 'em in



ONE SHEET A



ONE SHEET B



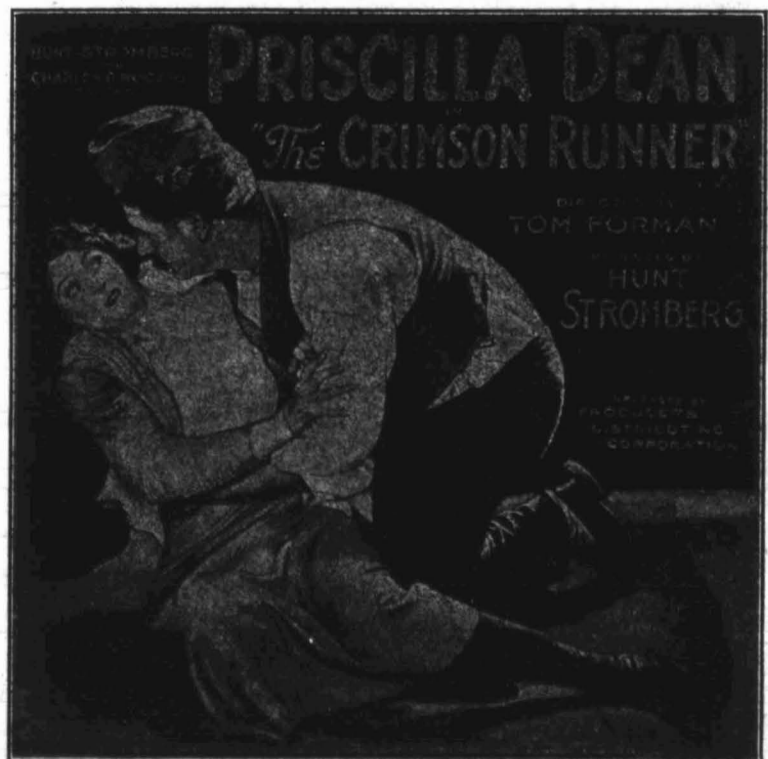
COLOR INSERT CARD



THREE SHEET A



THREE SHEET B



SIX SHEET POSTER

APR 24 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of The Hunt Stromberg Corporation

The Crimson Runner - 6 reels

Respectfully,

FULTON BRYLAWSKI

The The Hunt Stromberg Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Crimson Runner	4-24-25	©CIL 21401

The return of the above copies was requested by the said
Company, by its agent and attorney on the 24th day of
April, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

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Collections Summary:

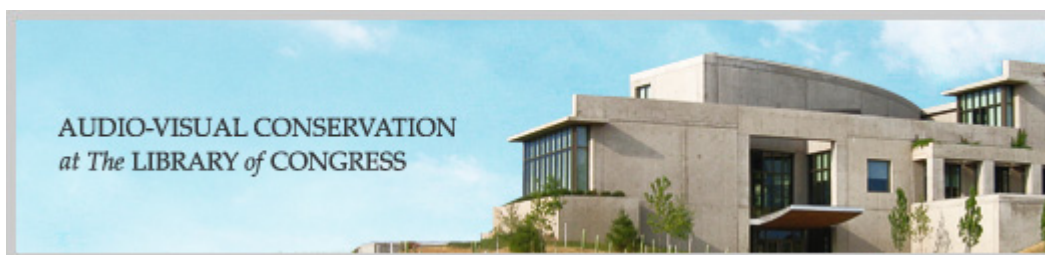
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Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



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